



WLOS Asheville  
110 Technology Dr  
Asheville, NC 28803

Innovative Advertising-Mandeville  
4250 Hwy 22  
Mandeville, LA 70471

## Contract # 1401319

**Schedule Dates** 10/28/12-11/06/12  
**Advertiser** Jim Davis for Senate-R (42171)  
**Agency** Innovative Advertising-Mandeville (13092)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** JIM DAVIS/SENATE (332616)  
**Salesperson** HOUSE-ASHEVILLE, WLOS/WMYA (1552)  
**Sales Office** WLOS/WMYA/ILOS/IMYA  
**Buyer Name** Guerra,Heidi  
**Phone/Fax** (985) 377-7167 / (985) 377-7118  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 10/26/12  
**Last Modified** 10/31/12  
**Entered By** Jamie Aynes  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$14,430.00  
**Net Total** \$81,770.00  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	1	\$150.00
Nov. 2012	131	\$96,050.00
<b>Grand Total:</b>	<b>132</b>	<b>\$96,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/29/12-11/02/12	3	:30	4:30A- News-News 13 @ 430a	5	X	X	X	X	X			5	\$40.00	\$200.00	Asheville (WLOS)		10/26/12
2.0	Normal Line / News	10/29/12-11/02/12	3	:30	5A- News-News 13 Early 5am	5	X	X	X	X	X			5	\$200.00	\$1,000.00	Asheville (WLOS)		10/26/12
3.0	Normal Line / News	10/29/12-11/02/12	3	:30	7A- ABC-Good Morning America	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Asheville (WLOS)		10/26/12
4.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	9A- Anderson	5	X	X	X	X	X			5	\$150.00	\$750.00	Asheville (WLOS)		10/26/12
5.0	Normal Line / News	10/29/12-11/02/12	3	:30	11:58:41A- News-News 13 at Noon	5	X	X	X	X	X			5	\$400.00	\$2,000.00	Asheville (WLOS)		10/26/12
6.0	Normal Line / News	10/29/12-11/02/12	3	:30	12:30P- News-News 13 at 1230p	5	X	X	X	X	X			4	\$350.00	\$1,400.00	Asheville (WLOS)		10/26/12
6.0.1	Preempt	10/29/12															Asheville (WLOS)	Network Special Report/Spot - Hurricane Coverage	
7.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4:00:30P- Katie	3	X	X	X	X	X			3	\$175.00	\$525.00	Asheville (WLOS)		10/26/12
8.0	Normal Line / News	10/29/12-11/02/12	3	:30	4:59P- News-News 13 First News At 5p	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Asheville (WLOS)		10/26/12

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9.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:28P- News-News 13 at 5:30p	3	X	X	X	X	X			3	\$700.00	\$2,100.00	Asheville (WLOS)		10/26/12
10.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:58:50P- Wheel of Fortune	3	X	X	X	X	X			3	\$900.00	\$2,700.00	Asheville (WLOS)		10/26/12
11.0	Normal Line / News	10/29/12-11/02/12	3	:30	10:59:56P- News-News 13 11p Late News	5	X	X	X	X	X			5	\$800.00	\$4,000.00	Asheville (WLOS)		10/26/12
12.0	Normal Line / Prime	10/30/12-10/30/12	3	:30	9P- 10P (EST)			1						1	\$2,000.00	\$2,000.00	Asheville (WLOS)		10/26/12
13.0	Normal Line / News	10/28/12-11/04/12	3	:30	5:59A- News-News 13 @ 6am Sunday								1	2	\$150.00	\$300.00	Asheville (WLOS)		10/26/12
14.0	Normal Line / News	10/28/12-11/04/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday								1		\$225.00		Asheville (WLOS)		10/26/12
14.0.1	Preempt	10/28/12															Asheville (WLOS)	Incorrect Program Code/Exception - Day to Run is sunday but is programmed for 7	
14.0.2	Preempt	11/04/12															Asheville (WLOS)	Incorrect Program Code/Exception - Should be News 13 @ 7am Sunday	
15.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:58:20A- News-News 13 This Morning 6a	5	X	X	X	X	X			5	\$600.00	\$3,000.00	Asheville (WLOS)		10/26/12

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16.0	Normal Line / News	11/05/12-11/06/12	3	:30	4:30A- News-News 13 @ 430a	2	X	X							\$40.00		Asheville (WLOS)		10/26/12
16.0.1	Preempt	11/05/12															Asheville (WLOS)	Incorrect Spot/Break Type/Exception - do they really want Tue.should this be sun	
16.0.2	Preempt	11/05/12															Asheville (WLOS)	Incorrect Spot/Break Type/Exception - do they really want Tue.should this be sun	
17.0	Normal Line / News	11/05/12-11/06/12	3	:30	5A- News-News 13 Early 5am	2	X	X						2	\$200.00	\$400.00	Asheville (WLOS)		10/26/12
18.0	Normal Line / News	11/05/12-11/06/12	3	:30	7A- ABC-Good Morning America	2	X	X						2	\$700.00	\$1,400.00	Asheville (WLOS)		10/26/12
19.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	9A- Anderson	2	X	X						2	\$150.00	\$300.00	Asheville (WLOS)		10/26/12
20.0	Normal Line / News	11/05/12-11/06/12	3	:30	11:58:41A- News-News 13 at Noon	1	X	X						1	\$400.00	\$400.00	Asheville (WLOS)		10/26/12
21.0	Normal Line / News	11/05/12-11/06/12	3	:30	12:30P- News-News 13 at 1230p	1	X	X						1	\$350.00	\$350.00	Asheville (WLOS)		10/26/12

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22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:00:30P- Katie		1							1	\$175.00	\$175.00	Asheville (WLOS)		10/26/12
23.0	Normal Line / News	11/05/12-11/05/12	3	:30	4:59P- News-News 13 First News At 5p		1							1	\$600.00	\$600.00	Asheville (WLOS)		10/26/12
24.0	Normal Line / News	11/05/12-11/05/12	3	:30	5:28P- News-News 13 at 5:30p		1							1	\$700.00	\$700.00	Asheville (WLOS)		10/26/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58:50P- Wheel of Fortune		1							1	\$900.00	\$900.00	Asheville (WLOS)		10/26/12
26.0	Normal Line / News	11/05/12-11/05/12	3	:30	10:59:56P- News-News 13 11p Late News		1							1	\$800.00	\$800.00	Asheville (WLOS)		10/26/12
27.0	Normal Line / Prime Premium	10/30/12-10/30/12	3	:30	7:58P- ABC-Dancing With The Stars (Tuesday)			1						1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/26/12
28.0	Normal Line / Prime	11/01/12-11/01/12	3	:30	8P- 9P (EST)					1				1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/26/12
29.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	9P- ABC-Shark Tank (Friday)						1			1	\$900.00	\$900.00	Asheville (WLOS)		10/26/12
30.0	Normal Line / News	11/03/12-11/03/12	3	:30	5:58:40A- News-News 13 @ 6am Saturday							1		1	\$150.00	\$150.00	Asheville (WLOS)		10/26/12
31.0	Normal Line / News	11/03/12-11/03/12	3	:30	8A- ABC-Good Morning America Saturday							1		1	\$350.00	\$350.00	Asheville (WLOS)		10/26/12
32.0	Normal Line / News	11/05/12-11/06/12	3	:30	5:58:20A- News-News 13 This Morning 6a	2	X	X						2	\$600.00	\$1,200.00	Asheville (WLOS)		10/26/12

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**CPE** N/A  
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**Date Entered** 10/26/12  
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**Entered By** Jamie Aynes  
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33.0	Normal Line / News	10/29/12-11/02/12	3	:30	6:30A- News-News 13 This Morning 6a	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Asheville (WLOS)		10/26/12
34.0	Normal Line / News	11/05/12-11/06/12	3	:30	6:30A- News-News 13 This Morning 6a	2	X	X						2	\$700.00	\$1,400.00	Asheville (WLOS)		10/26/12
35.0	Normal Line / News	10/29/12-11/02/12	3	:30	6P- 7P (EST)	3	X	X	X	X	X			3	\$1,000.00	\$3,000.00	Asheville (WLOS)		10/26/12
36.0	Normal Line / News	11/05/12-11/05/12	3	:30	6P- 7P (EST)		1							1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/26/12
37.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	7:30P- 8P (EST)	3	X	X	X	X	X			3	\$1,000.00	\$3,000.00	Asheville (WLOS)		10/26/12
38.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:30P- 8P (EST)		1							1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/26/12
39.0	Normal Line / Prime Premium	10/29/12-11/05/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							2	\$4,000.00	\$8,000.00	Asheville (WLOS)		10/26/12
40.0	Normal Line / SPOT	11/01/12-11/02/12	3	:30	10A- Maury Povich					1	1			2	\$150.00	\$300.00	Asheville (WLOS)		10/31/12
41.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10A- Maury Povich		1							1	\$150.00	\$150.00	Asheville (WLOS)		10/31/12
42.0	Normal Line / SPOT	11/01/12-11/02/12	3	:30	10:58:30A- ABC-The View					1	1			2	\$400.00	\$800.00	Asheville (WLOS)		10/31/12
43.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:58:30A- ABC-The View		1							1	\$400.00	\$400.00	Asheville (WLOS)		10/31/12
44.0	Normal Line / SPOT	11/01/12-11/02/12	3	:30	1P- ABC-The Chew					1	1			2	\$275.00	\$550.00	Asheville (WLOS)		10/31/12

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45.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	1P- ABC-The Chew		1							1	\$275.00	\$275.00	Asheville (WLOS)		10/31/12
46.0	Normal Line / SPOT	11/01/12-11/02/12	3	:30	2P- ABC-One Life To Live					1	1			2	\$275.00	\$550.00	Asheville (WLOS)		10/31/12
47.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2P- ABC-One Life To Live		1							1	\$275.00	\$275.00	Asheville (WLOS)		10/31/12
48.0	Normal Line / SPOT	11/01/12-11/02/12	3	:30	3P- ABC-General Hospital					1	1			2	\$275.00	\$550.00	Asheville (WLOS)		10/31/12
49.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3P- ABC-General Hospital		1							1	\$275.00	\$275.00	Asheville (WLOS)		10/31/12
50.0	Normal Line / News	11/01/12-11/02/12	3	:30	6:30P- ABC-World News Tonight					1	1			2	\$1,000.00	\$2,000.00	Asheville (WLOS)		10/31/12
51.0	Normal Line / News	11/05/12-11/05/12	3	:30	6:30P- ABC-World News Tonight		1							1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/31/12
52.0	Normal Line / News	11/01/12-11/02/12	3	:30	11:35P- ABC-Nightline					1	1			2	\$400.00	\$800.00	Asheville (WLOS)		10/31/12
53.0	Normal Line / News	11/05/12-11/05/12	3	:30	11:35P- ABC-Nightline		1							1	\$400.00	\$400.00	Asheville (WLOS)		10/31/12
54.0	Normal Line / Prime	11/05/12-11/05/12	3	:30	10:01P- ABC-Castle (Monday)		1							1	\$2,800.00	\$2,800.00	Asheville (WLOS)		10/31/12
55.0	Normal Line / Prime Premium	11/01/12-11/01/12	3	:30	9P- Greys Anatomy					1				1	\$3,000.00	\$3,000.00	Asheville (WLOS)		10/31/12
56.0	Normal Line / Prime	11/01/12-11/01/12	3	:30	10P- ABC-Scandal (Thursday)					1				1	\$1,400.00	\$1,400.00	Asheville (WLOS)		10/31/12

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**Commission %** 15.00  
**Commission** \$14,430.00  
**Net Total** \$81,770.00  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	1	\$150.00
Nov. 2012	131	\$96,050.00
<b>Grand Total:</b>	<b>132</b>	<b>\$96,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
57.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	9P- ABC-Primetime: What Would You Do (Friday)						1			1	\$900.00	\$900.00	Asheville (WLOS)		10/31/12
58.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	10:01P- ABC-20/20 (Friday)						1			1	\$1,200.00	\$1,200.00	Asheville (WLOS)		10/31/12
59.0	Normal Line / Football	11/03/12-11/03/12	3	:30	7:58P- Sports-ABC Saturday Night Football Showcase							1		1	\$2,000.00	\$2,000.00	Asheville (WLOS)		10/31/12
60.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6:58:56P- ABC-Americas Funniest Home Videos (Sunday)								1	1	\$1,300.00	\$1,300.00	Asheville (WLOS)		10/31/12
61.0	Normal Line / Prime	11/04/12-11/04/12	3	:30	7:59:26P- ABC-Once Upon A Time (Sunday)								1	1	\$3,400.00	\$3,400.00	Asheville (WLOS)		10/31/12
62.0	Normal Line / Prime	11/04/12-11/04/12	3	:30	9P- ABC-Revenge (Sunday)								1	1	\$1,800.00	\$1,800.00	Asheville (WLOS)		10/31/12
63.0	Normal Line / Prime	11/04/12-11/04/12	3	:30	10:01P- ABC-666 Park Avenue (Sunday)								1	1	\$1,600.00	\$1,600.00	Asheville (WLOS)		10/31/12
64.0	Normal Line / News	11/03/12-11/03/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday							1		1	\$225.00	\$225.00	Asheville (WLOS)		10/31/12
65.0	Normal Line / News	11/03/12-11/03/12	3	:30	7P- 8P (EST)							2		2	\$500.00	\$1,000.00	Asheville (WLOS)		10/31/12
66.0	Normal Line / News	11/04/12-11/04/12	3	:30	8A- ABC-Good Morning America Sunday								1	1	\$350.00	\$350.00	Asheville (WLOS)		10/31/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WLOS Asheville  
110 Technology Dr  
Asheville, NC 28803

Innovative Advertising-Mandeville  
4250 Hwy 22  
Mandeville, LA 70471

## Contract # 1401319

**Schedule Dates** 10/28/12-11/06/12  
**Advertiser** Jim Davis for Senate-R (42171)  
**Agency** Innovative Advertising-Mandeville (13092)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** JIM DAVIS/SENATE (332616)  
**Salesperson** HOUSE-ASHEVILLE, WLOS/WMYA (1552)  
**Sales Office** WLOS/WMYA/ILOS/IMYA  
**Buyer Name** Guerra,Heidi  
**Phone/Fax** (985) 377-7167 / (985) 377-7118  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 10/26/12  
**Last Modified** 10/31/12  
**Entered By** Jamie Aynes  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$14,430.00  
**Net Total** \$81,770.00  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
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<b>Grand Total:</b>	<b>132</b>	<b>\$96,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
67.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11A- ABC-This Week								1	1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/31/12
68.0	Normal Line / News	11/04/12-11/04/12	3	:30	5:58:26P- News-News 13 6p News Sunday								1	1	\$800.00	\$800.00	Asheville (WLOS)		10/31/12
69.0	Normal Line / News	11/04/12-11/04/12	3	:30	6:30P- ABC-World News Tonight Sunday								1	1	\$800.00	\$800.00	Asheville (WLOS)		10/31/12
70.0	Normal Line / Football	11/03/12-11/03/12	3	:30	12:30P- Sports-ACC Football							1		1	\$500.00	\$500.00	Asheville (WLOS)		10/31/12
71.0	Normal Line / Football	11/03/12-11/03/12	3	:30	3:30P- Sports-ABC College Football							1		1	\$1,500.00	\$1,500.00	Asheville (WLOS)		10/31/12
72.0	Normal Line / Football	11/03/12-11/03/12	3	:30	7:58P- Sports-ABC Saturday Night Football Showcase							1		1	\$2,500.00	\$2,500.00	Asheville (WLOS)		10/31/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: